

**From:** "Steven Reid" <steven@suttonreid.com>  
**To:** "William Gibbons (wgibbons)" <wgibbons@memphis.edu>  
**CC:** "Howard Robertson" <trusthoward@gmail.com>  
"Linda Russell" <lrussell@memphiscrime.org>  
**Date:** 9/13/2017 10:14:47 AM  
**Subject:** Re: A couple of things

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I'm pretty open any time after September 20. So just let me know what works for your schedule.  
Steven Reid

Sent from my iPhone

On Sep 13, 2017, at 9:11 AM, William Gibbons (wgibbons) <wgibbons@memphis.edu> wrote:

Howard,

I some how overlooked this email until now.

Got it on the bumper stickers.

On your second point, it raises a broader issue - namely, how we sustain this effort once the initial city funding is used up. I really think we need a meeting to discuss this. One option I'm hoping for is some federal DOJ funding similar to what we had for the Gun Crime Is Jail Time campaign.

I would suggest a meeting of the two of us, Steven, Ursula, the mayor, Larry Laurenzi, and Amy.

When will the initial city funding run out ?

**Bill Gibbons**  
Executive Director  
Public Safety Institute

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**The University of Memphis**  
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From: Howard Robertson <[trusthoward@gmail.com](mailto:trusthoward@gmail.com)>

Sent: Monday, September 11, 2017 9:58 AM

To: William Gibbons (wgibbons); Linda Russell

Subject: A couple of things

Good morning,

First, please know that I did reach out to Ursula to consult with Mayor Strickland about Fed Up decals on city vehicles and how many they will need. She is going to get back to me but I haven't heard anything yet.

Secondly, I submit this for your consideration. Jerald Trotter, the talent in the television spot, as you know is actually sharing his very own reality having spent 12 years and 9 months in prison for shooting someone. Raised an upper middle class kid, he is a graduate of Lausanne and an alum of University of Memphis. He's smart, articulate, has a real story to tell and committed to helping young guys not mess up like he did. As the "face" and persona of this campaign, he can really give it legs in terms of community outreach to civic, business, youth organizations, schools, etc. I'd like to include him in the budget for this kind of engagement if our contract is extended.

Wouldn't this be something Operation Safe Community could include in your community outreach? Many thanks and please advise.

Best,

H

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